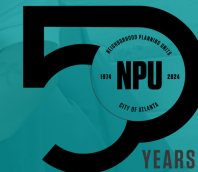


CITY OF ATLANTA | DEPARTMENT OF CITY PLANNING | NEIGHBORHOOD PLANNING UNITS

# STRATEGIES FOR SUCCESSFUL ENGAGEMENT AFFORDABLE HOUSING WEEK

October 28, 2024





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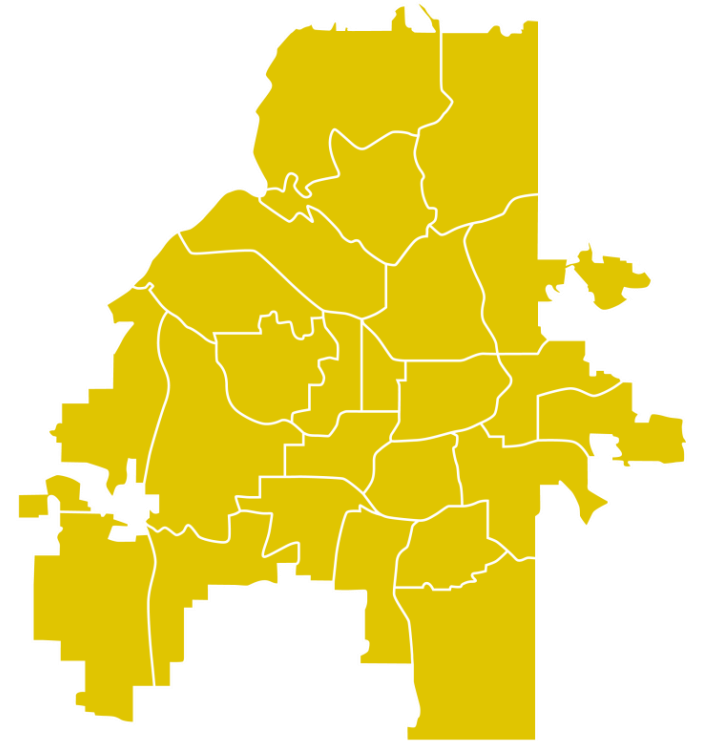
# BACKGROUND

THE NPU PROCESS

PATH TO EFFECTIVE ENGAGEMENT

KEY STRATEGIES FOR SUCCESS

Q&A





## BACKGROUND AND HISTORY

- In an effort to promote equitable engagement, the NPU system was established in **1974** by Atlanta's first African American Mayor, Maynard Jackson.
- The NPU system has changed over time. Today's NPUs do a lot more than they did in the 1970s.

A black and white photograph of Mayor Maynard Jackson. He is smiling and looking slightly to the right. He is wearing a dark suit, white shirt, and patterned tie. A microphone is in front of him. In the background, there is a sign that says 'APPROVED' in large green letters, with 'AUG 13 1974' and a signature in orange below it. To the left, there is a circular seal with an eagle and the text 'RESURGENS' and '1838 ATLANTA, GA.'

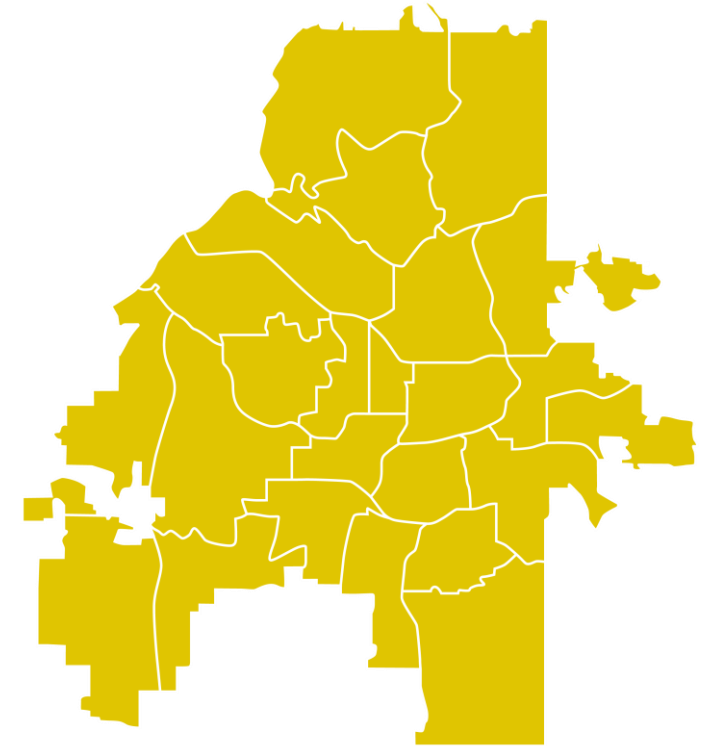
**Mayor Maynard Jackson**

# NPU SCOPE OF WORK



## Neighborhood Planning Units review:

- Proposed rezonings and variances
- Applications for alcohol licenses
- Applications for Special events
- Applications for public funding
- Amendments to the City's Zoning Ordinance and Comprehensive Development Plan



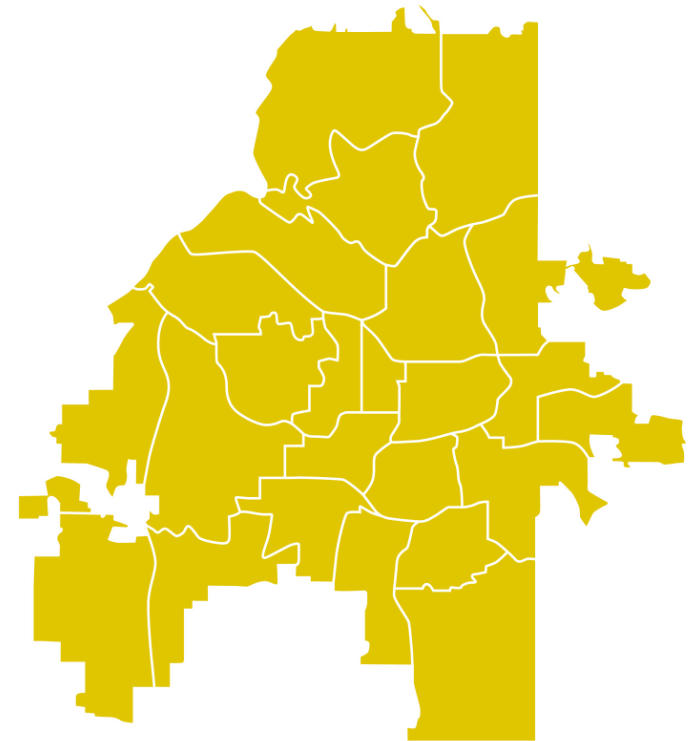
BACKGROUND

# THE NPU PROCESS

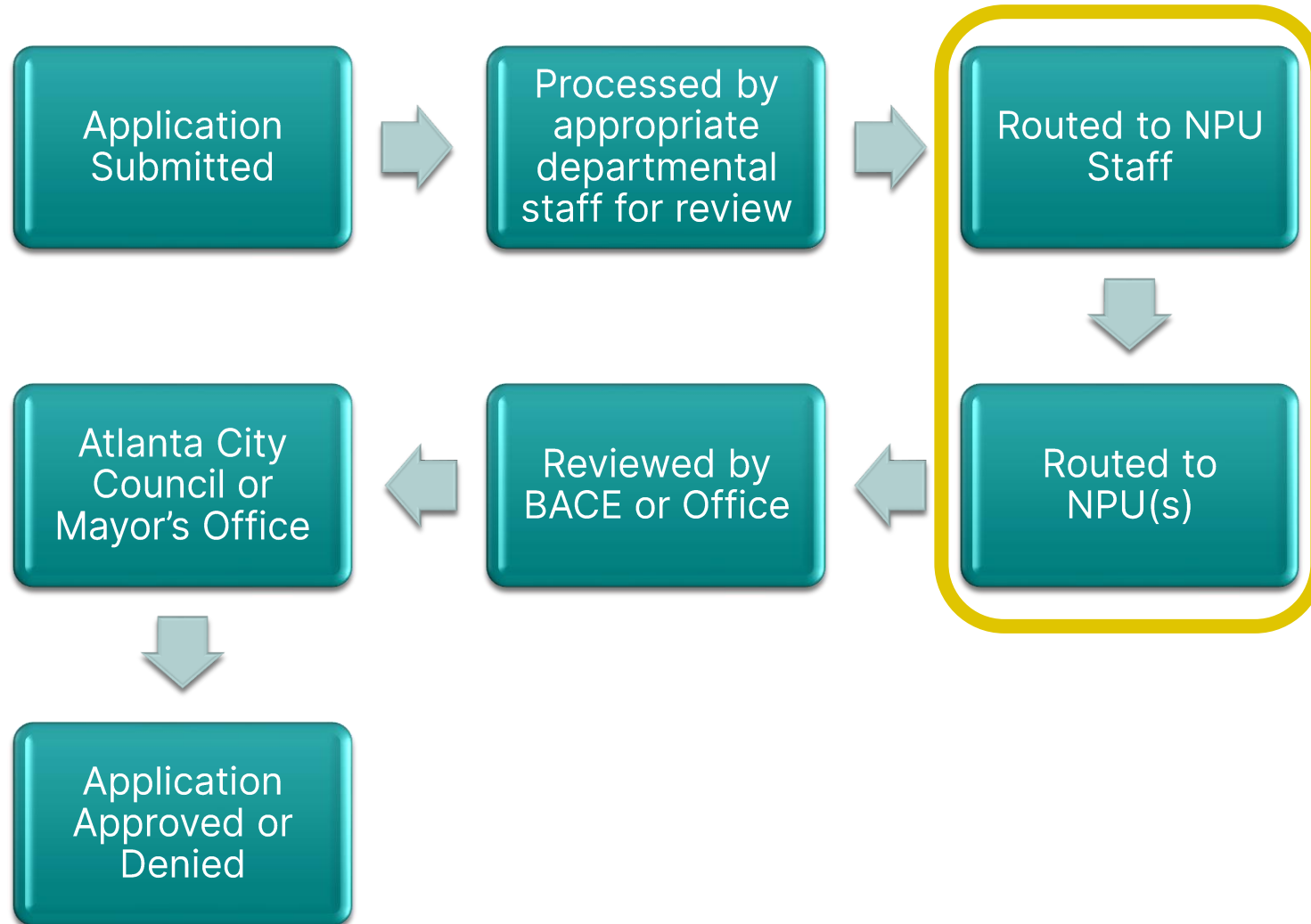
PATH TO EFFECTIVE ENGAGEMENT

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# OVERVIEW OF THE PROCESS



# REVIEW PROCESS



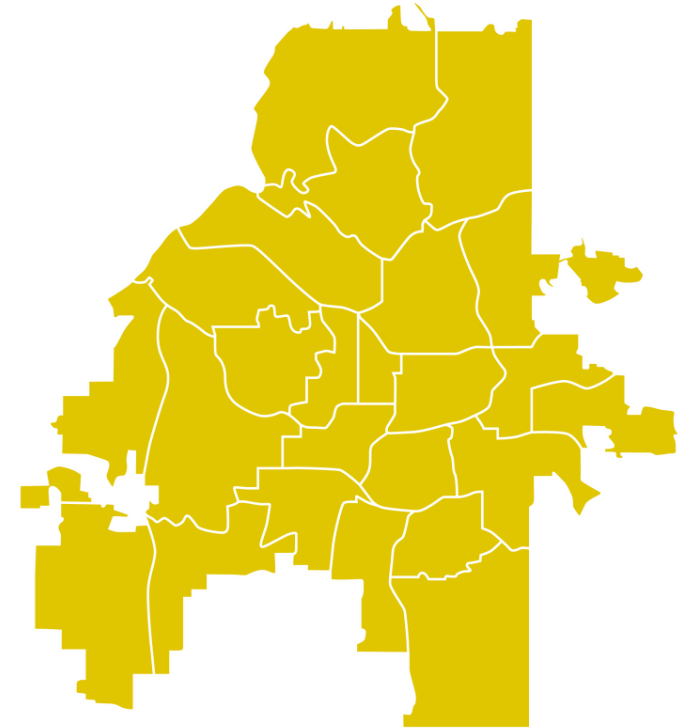
How do they review these applications? How do they arrive at their recommendations? What exactly do they do?





# IMPORTANT DETAILS

- Members of the NPU include anyone over the age of 18 who lives in the city of Atlanta.
- Property owners, business owners and organizations can appoint a representative member.
- Most NPUs meet every month, and a city planner attends each NPU's meeting to provide technical support on zoning and planning matters.
- **NPU officers are unpaid public servants.** They are volunteers and can spend up to 6-10 hours a week conducting City business.
- **No two NPUs are alike.** They create their own bylaws, they have their own culture, and agendas. They are accountable to the residents of the area they represent.



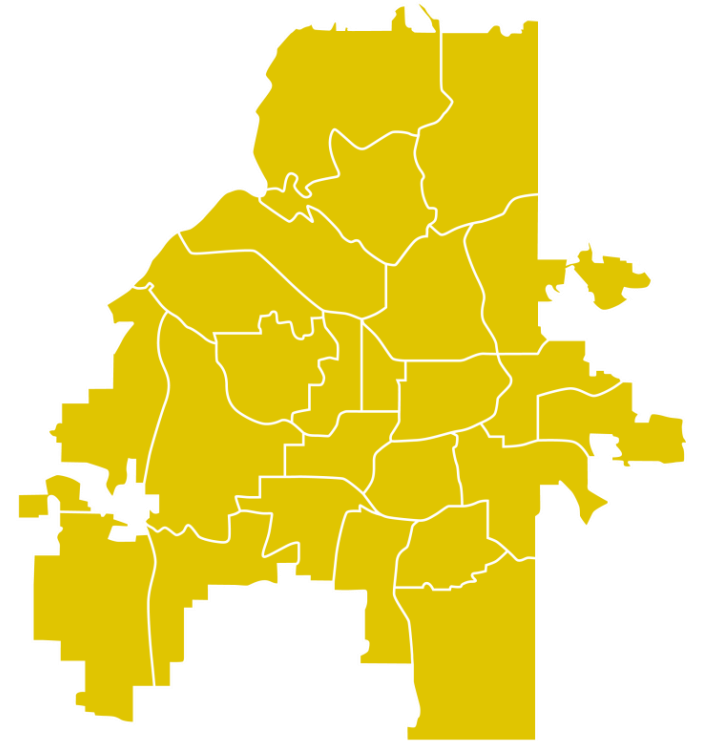
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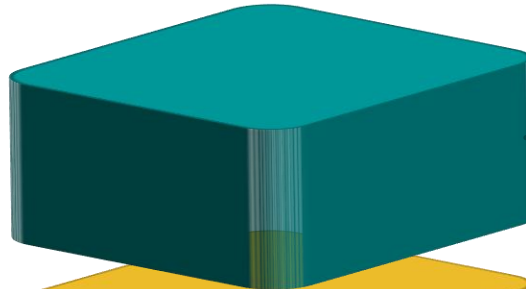
Q&A



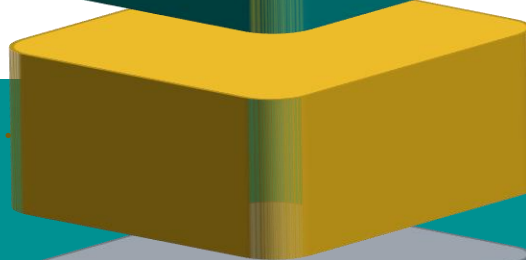
# BUILDING BLOCKS FOR EFFECTIVE ENGAGEMENT



**COLLABORATE AND  
WORK TOGETHER.**



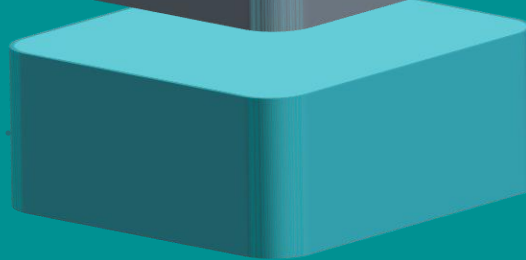
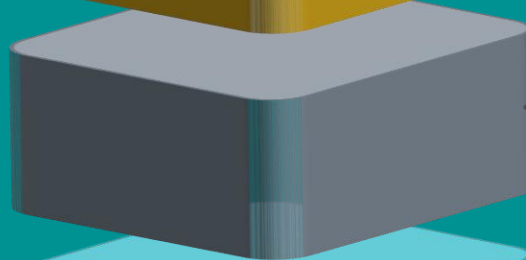
**BE TRANSPARENT, NOT  
JUST HONEST.**



**DEMONSTRATE RESPECT  
AND CULTURAL SENSITIVITY.**

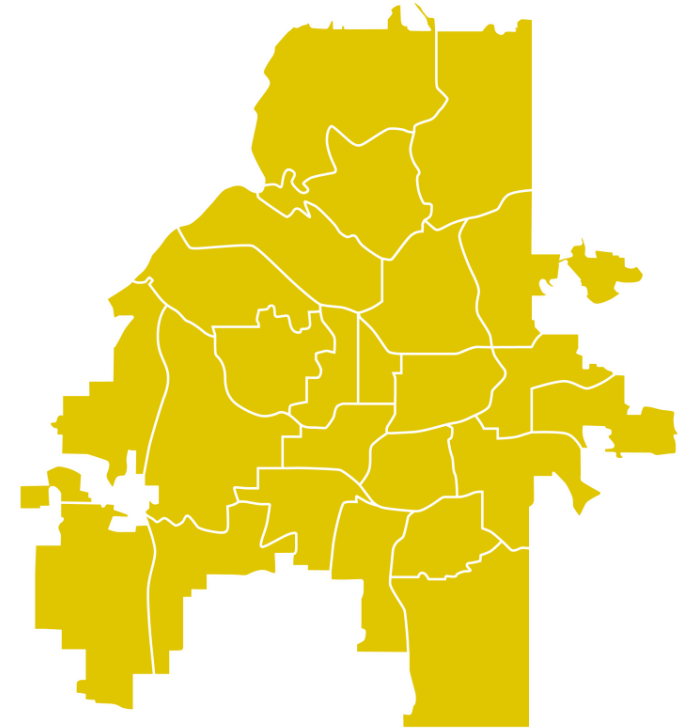


**BUILD TRUST BY ENGAGING  
EARLY, OFTEN, AUTHENTICALLY,  
AND BROADLY.**



# HIGHLIGHTS FOR BUILDING TRUST

1. Don't wait until you need the vote or letter of support to engage.
2. Answer questions they don't know to ask.
3. Be a part of the community.



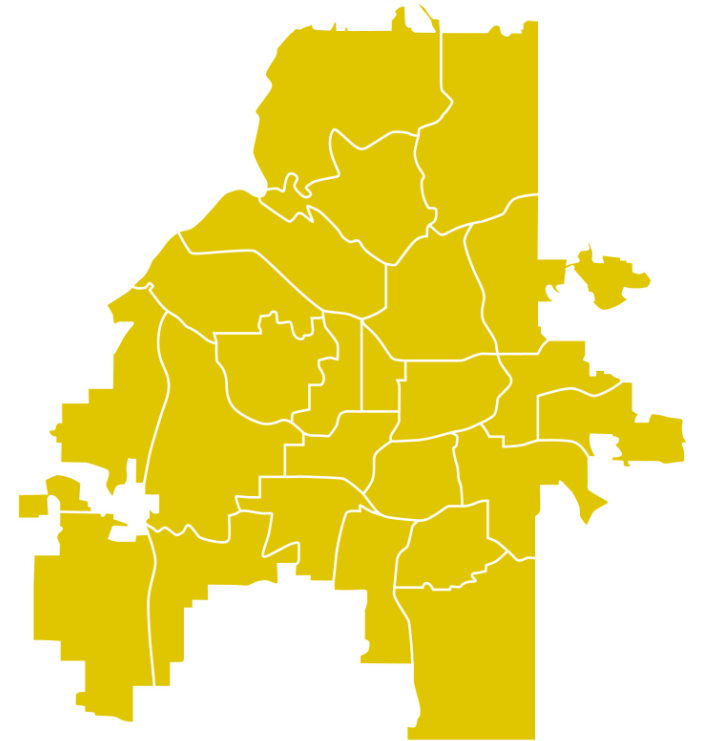
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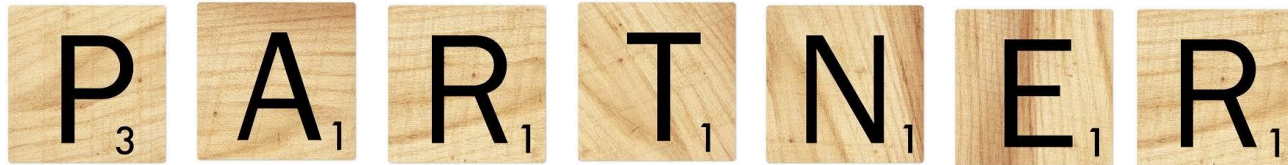
PATH TO EFFECTIVE ENGAGEMENT

**KEY STRATEGIES FOR SUCCESS**

Q&A



# KEY STRATEGIES FOR EFFECTIVE ENGAGEMENT



**PREPARE** with purpose. Define clear objectives for engagement and attend neighborhood meetings to understand the community's history, culture, concerns and priorities before initiating outreach.

**ASSESS and acknowledge** community needs. Review small area plans, community data, media and other data sources to understand community values. Demonstrate an understanding of the neighborhood to build trust.

**RESPECT** diverse perspectives. Engage a diverse cross-section of the community and respect differing viewpoints, especially those of marginalized groups that may feel overlooked.

**TRANSPARENT** communication. Prioritize building trust. Communicate openly about goals, challenges, funding sources and timelines. Be clear about what can be adjusted. Provide consistent progress updates.

**NURTURE** local partnerships with trusted neighborhood leaders and community organizations to gain buy-in.

**ENGAGE Broadly.** Create opportunities for neighbors to influence the project, using social media, signage, listening sessions and work sessions to reach the broader community.

**RESPOND** and adapt. Consider feedback and adjust when possible, respecting community concerns and promoting shared ownership.

# TROUBLESHOOTING CONFLICT

WHAT HAPPENS WHEN YOU REACH A ROADBLOCK?



# TROUBLESHOOTING CONFLICT



## A CHECKLIST FOR SUCCESS: 5 QUESTIONS TO ASK

- Did we partner with local organizations and leaders they trust?
- Did we consider the community's cultural, historical, and socioeconomic context?
- Have we communicated the project's benefits clearly and transparently?
- Have we incorporated community feedback into our plans? Have we reviewed small area plans to ensure our project is consistent with the community's vision?
- Have we truly listened to and understood the community's concerns?





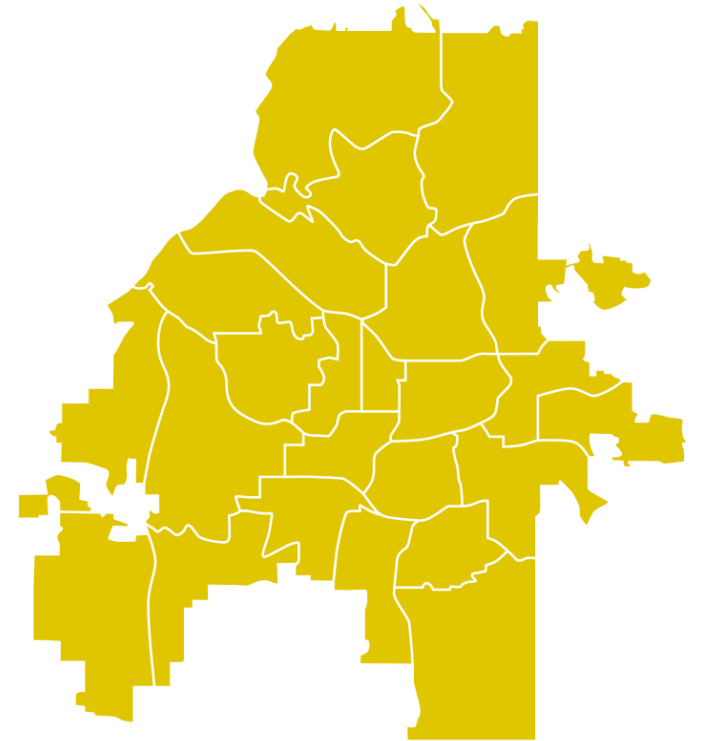
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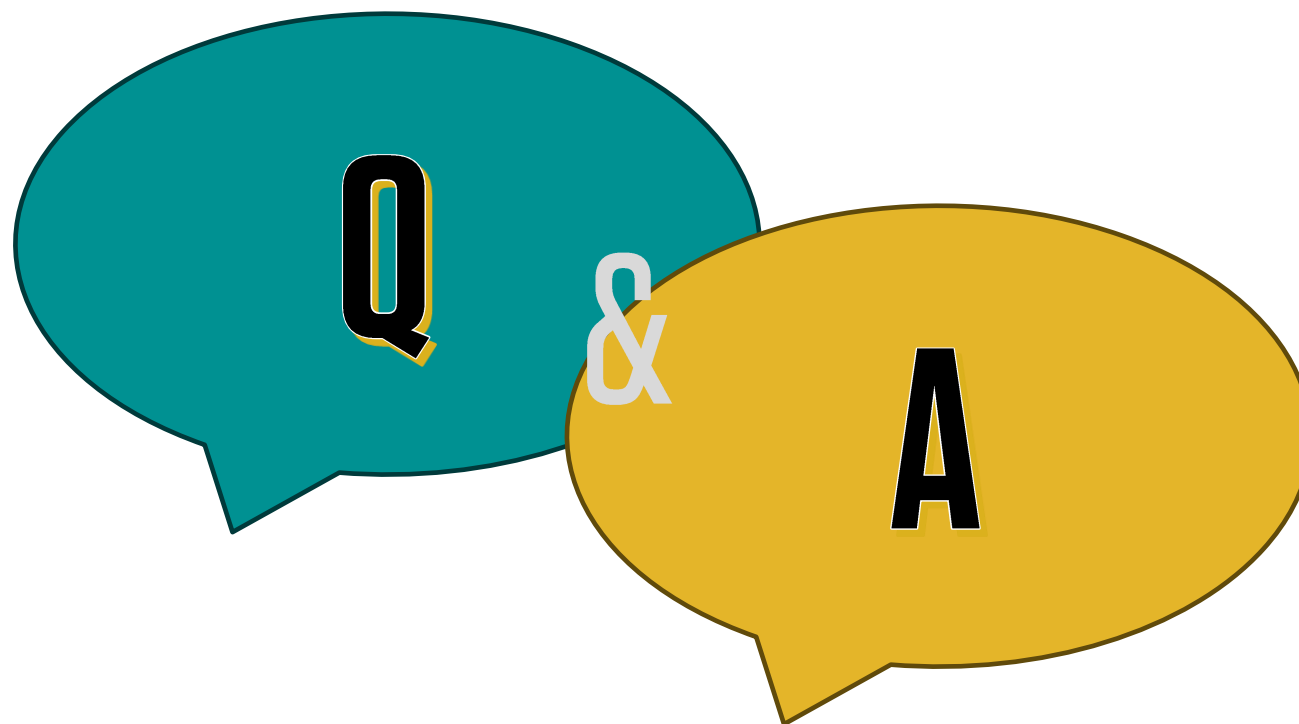
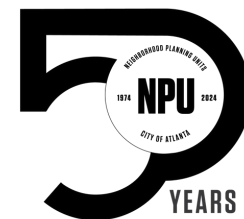
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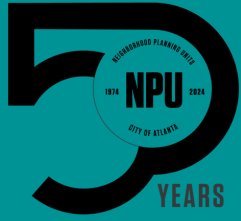
PATH TO EFFECTIVE ENGAGEMENT

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# THANK YOU!



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